

Modules in English for “Incomings”

Title	Lecturer	ECTS
Brand Management & Integrated Marketing Communications	Prof. Dr. Schmidt	3
Campaign Development: From Advertising Strategy to Implementation	Prof. Dr. Schmidt	5
Consumer Behaviour	Prof. Dr. Schlich	3
Intercultural Management	Frau Rana	6
International Negotiations	Frau Rana	5
German Business Behaviour	Herr Kalb	5
German Language and Cultural Diversity Seminar	n. N.	5
Marketing and Market Research	Prof. Dr. Schlich	10
Marketing Communications	Prof. Dr. Schmidt	10
Marketing and International Business Case Studies	Schlich/Schmidt	10
Projects	n. N.	15
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